

15/2015 - 21 January 2015

Community Innovation Survey 2012

The proportion of innovative enterprises fell below 50% in the EU in 2010-2012

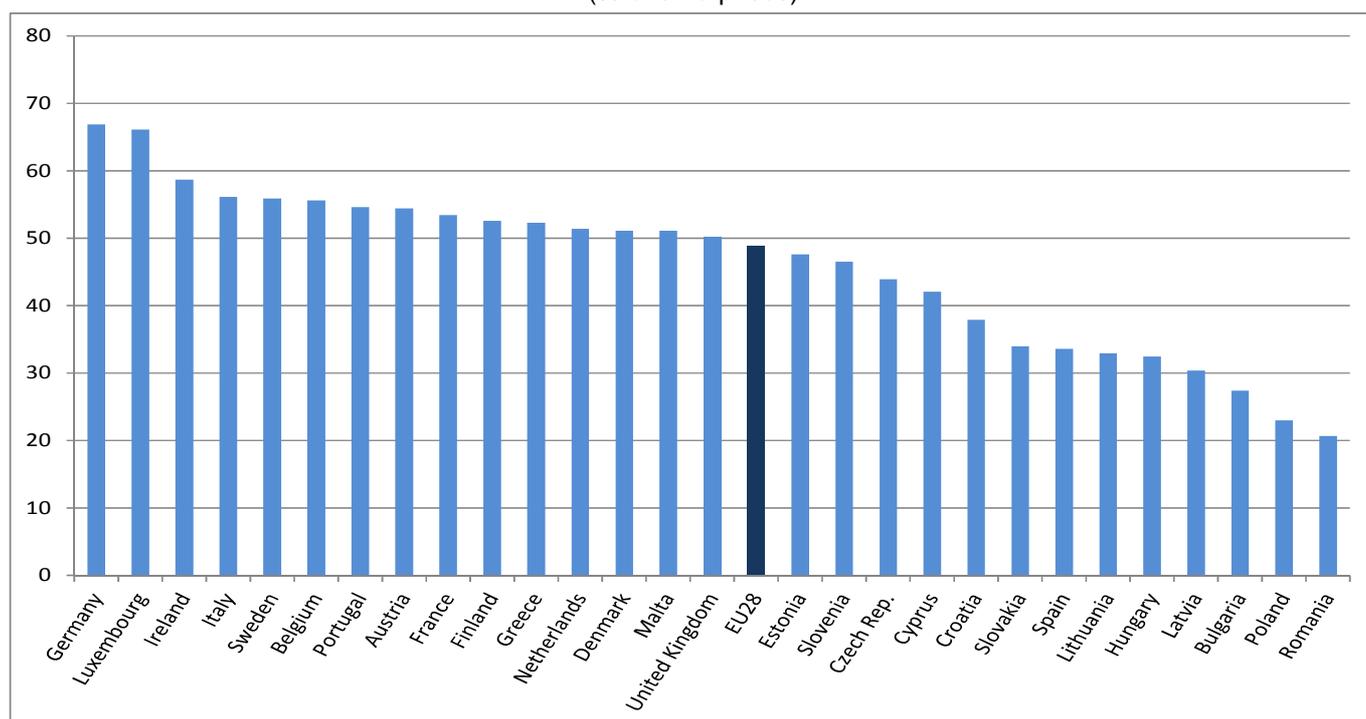
Organisation and marketing innovations slightly prevail over product and process innovations

In the **EU28**, just under half (48.9%) of enterprises¹ of 10 employees or more reported innovation activity during the period 2010-2012. The proportion of innovative enterprises in the **EU28** dropped in 2010-2012 compared with both 2006-2008 (51.5% innovative enterprises) and the peak recorded in 2008-2010 (52.8%). This pattern was observed in the majority of Member States.

Innovation activities refer to product and process innovation as well as organisational and marketing innovation. Between 2010 and 2012, innovation in EU enterprises related mainly to organisation (27.5% of all enterprises), followed by marketing innovations (24.3%), product innovations (23.7%) and process innovations (21.4%). It should be noted that enterprises could have introduced innovations in more than one single area.

This information, issued by **Eurostat, the statistical office of the European Union**, comes from the Community Innovation Survey 2012². This survey contains a broad set of indicators on innovation activities of enterprises and provides for the first time information on strategies and obstacles for reaching the innovative enterprises' goals. The findings are used for monitoring several EU policies and form an important input into the Innovation Union Scoreboard³.

Share of innovative enterprises in the European Union, 2010-2012
(% of enterprises)



Highest proportions of innovative enterprises in Germany and Luxembourg

During the period 2010-2012, the highest proportions of enterprises with innovation activity were recorded in **Germany** (66.9% of enterprises), **Luxembourg** (66.1%) and **Ireland** (58.7%). On the contrary, less than 30% of enterprises had innovation activity in that period in **Romania** (20.7%), **Poland** (23.0%) and **Bulgaria** (27.4%).

Innovative enterprises in the European Union (% of enterprises)

	2006-2008	2008-2010	2010-2012
EU28*	51.5	52.8	48.9
Belgium	58.1	60.9	55.6
Bulgaria	30.8	27.1	27.4
Czech Republic	56.0	51.7	43.9
Denmark	51.9	54.7	51.1
Germany	79.9	79.3	66.9
Estonia	56.4	56.8	47.6
Ireland	56.5	59.5	58.7
Greece	:	:	52.3
Spain	43.5	41.4	33.6
France	50.2	53.5	53.4
Croatia	44.2	42.4	37.9
Italy	53.2	56.3	56.1
Cyprus	56.1	46.2	42.1
Latvia	24.3	29.9	30.4
Lithuania	30.3	34.5	32.9
Luxembourg	64.7	68.1	66.1
Hungary	28.9	31.1	32.5
Malta	37.4	41.5	51.4
Netherlands	44.9	56.7	51.4
Austria	56.2	56.5	54.4
Poland	27.9	28.1	23.0
Portugal	57.8	60.3	54.6
Romania	33.3	30.8	20.7
Slovenia	50.3	49.4	46.5
Slovakia	36.1	35.6	34.0
Finland	52.2	56.2	52.6
Sweden	53.7	59.6	55.9
United Kingdom	45.6	44.3	50.3
Iceland	74.8	63.8	:
Norway	49.2	43.5	44.7
Serbia	:	51.7	47.5
Turkey	:	51.4	48.5

: Data not available

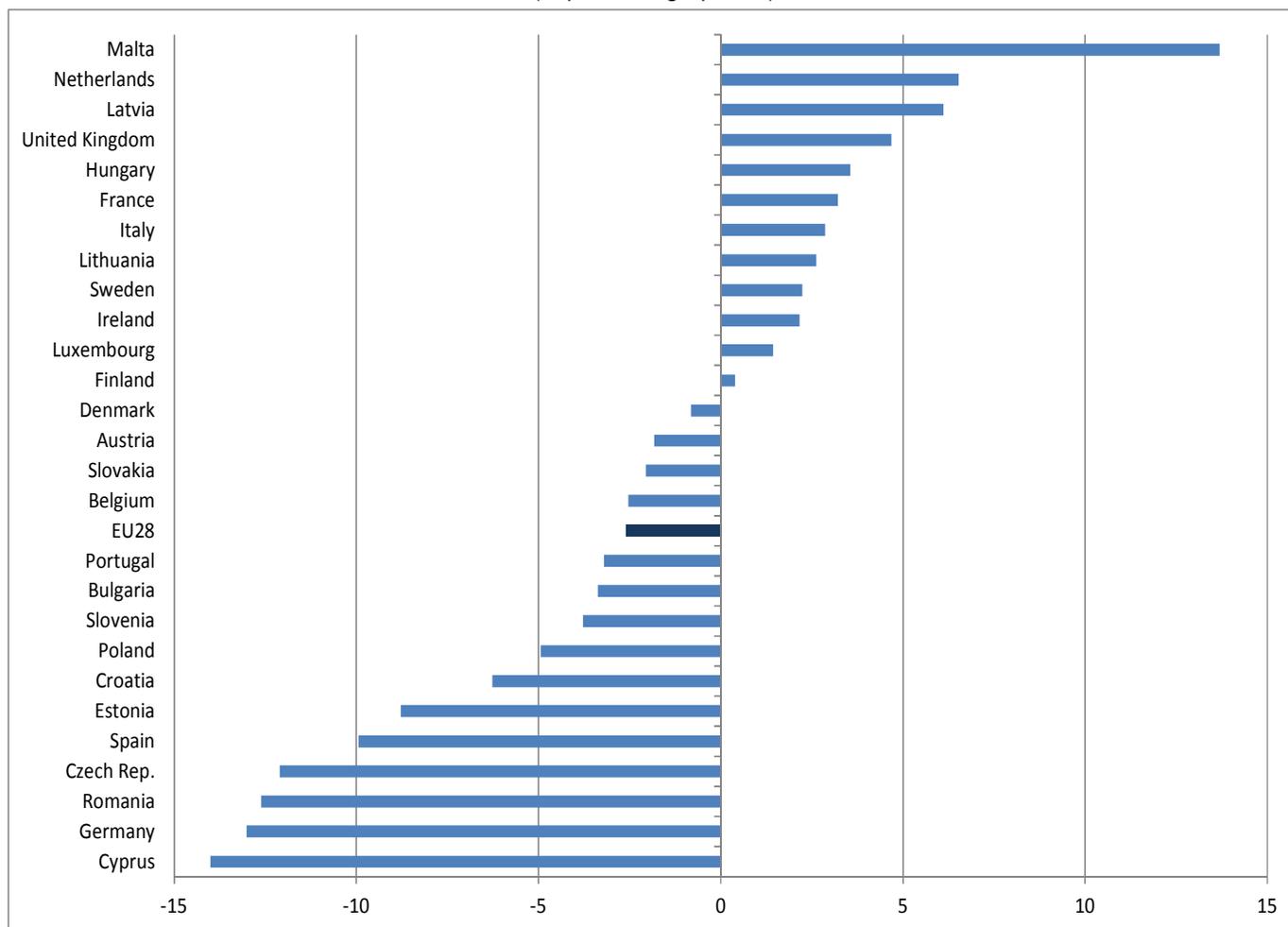
* EU28 without Greece for 2006-2008 and 2008-2010

Largest falls in the share of innovative enterprises in Cyprus and Germany

Compared with 2006-2008, the share of innovative enterprises in the **EU28** decreased by 2.6 percentage points in 2010-2012, from 51.5% to 48.9%. The largest falls in the proportion of innovative enterprises were observed in **Cyprus** (56.1% in 2006-2008 compared with 42.1% in 2010-2012, or -14.0 percentage points), **Germany** (-13.0 pp), **Romania** (-12.6 pp), the **Czech Republic** (-12.1 pp) and **Spain** (-9.9 pp). On the opposite end of the scale, the share of innovative enterprises increased the most in 2010-2012 compared with 2006-2008 in **Malta** (from 37.4% in 2006-2008 to 51.4% in 2010-2012, or +14.0 percentage points), followed by the **Netherlands** (+6.5 pp), **Latvia** (+6.1 pp) and the **United Kingdom** (+4.7 pp).

Compared with 2008-2010, it should be noted that the proportion of innovative enterprises in 2010-2012 has grown in only 5 Member States: in **Malta**, the **United Kingdom**, **Hungary**, **Latvia** and **Bulgaria**.

Differences in shares of innovative enterprises in 2010-2012 compared with 2006-2008
(in percentage points)



Data not available for Greece

Highest share of product/process innovative enterprises in Germany, of organisation/marketing innovative enterprises in Luxembourg

In 2010-2012, enterprises reporting organisation and/or marketing innovations were slightly dominant (37.1%) in the EU, compared with 36.0% of innovative enterprises for products and processes.

For organisation and/or marketing innovations, the highest shares of enterprises that had carried out these activities between 2010 and 2012 were recorded in **Luxembourg** (53.5%), **Ireland** (50.8%), **Germany** (47.6%), **Austria** (46.1%), **Greece** (45.4%) and **Italy** (45.3%).

The highest proportion of product and/or process innovative enterprises in 2010-2012 was registered by far in **Germany** (55.0% of enterprises), followed by **Luxembourg** (48.5%), **Belgium** (46.5%), **Sweden** (45.2%) **Finland** (44.6%) and the **Netherlands** (44.5%).

Innovation activities, 2010-2012

(% of enterprises)

	Product and/or process innovative enterprises	Of which:		Organisation and/or marketing innovative enterprises	Of which:	
		Product innovative enterprises	Process innovative enterprises		Organisation innovative enterprises	Marketing innovative enterprises
EU28	36.0	23.7	21.4	37.1	27.5	24.3
Belgium	46.5	31.5	31.1	37.9	29.3	21.9
Bulgaria	16.9	10.8	9.3	18.6	12.4	14.2
Czech Republic	35.6	25.3	24.0	31.6	20.5	22.4
Denmark	38.1	24.8	22.9	41.8	32.2	29.4
Germany	55.0	35.8	25.5	47.6	32.2	34.4
Estonia	38.4	20.7	23.8	31.8	21.7	21.9
Ireland	42.3	27.8	25.9	50.8	21.8	35.7
Greece	34.3	19.5	25.6	45.4	30.2	36.8
Spain	23.2	10.5	15.1	23.4	19.4	13.2
France	36.7	24.2	24.1	42.3	34.2	25.4
Croatia	25.0	16.4	19.0	31.8	22.9	23.5
Italy	41.5	29.1	30.4	45.3	33.5	31.0
Cyprus	29.9	20.9	28.2	36.1	26.2	29.5
Latvia	19.5	10.4	12.7	23.9	16.9	16.5
Lithuania	18.9	11.6	13.1	26.2	17.5	19.3
Luxembourg	48.5	30.3	32.8	53.5	46.8	32.4
Hungary	16.4	10.6	8.3	26.5	16.5	19.7
Malta	35.9	23.9	26.4	44.4	34.7	32.6
Netherlands	44.5	31.9	25.9	35.7	27.3	23.2
Austria	39.3	26.6	28.7	46.1	36.4	29.5
Poland	16.1	9.4	11.0	15.5	10.4	10.6
Portugal	41.3	26.0	33.5	43.6	32.8	32.8
Romania	6.3	3.4	4.6	18.8	14.1	13.8
Slovenia	32.7	23.6	22.5	37.6	26.3	28.5
Slovakia	19.7	14.4	13.5	27.7	18.6	19.3
Finland	44.6	31.0	29.3	38.4	29.7	26.5
Sweden	45.2	31.5	23.9	39.1	25.3	30.4
United Kingdom	34.0	24.0	14.1	39.1	34.2	16.8
Norway	31.2	19.1	11.9	33.0	21.7	23.2
Serbia	31.2	24.5	22.0	41.7	32.6	32.2
Turkey	27.0	17.7	20.4	43.7	31.7	34.7

1. The 2012 survey covers enterprises with at least 10 employees in the following sectors of industry and services: Mining and quarrying; Manufacturing; Electricity, gas, steam and air conditioning supply; Water supply, sewerage, waste management and remediation activities; Wholesale trade, except of motor vehicles and motorcycles; Transportation and storage; Information and communication; Financial and insurance activities; Architectural and engineering activities, technical testing and activities; Scientific research and development; Advertising and market research (sectors B to M73 of the NACE Rev. 2 classification). 2008 and 2010 surveys did not cover sections M72 (Scientific research and development) and M73 (Advertising and market research) of the NACE Rev.2 classification. Based on available data, the impact of the change in the coverage in the CIS 2012 results is less than 1 percentage points.
2. **The Community Innovation Survey (CIS)** is a survey of innovation activities of enterprises in EU Member States. The survey collects information about **product** and **process innovation** as well as **organisational** and **marketing innovation** and other key variables. Most questions cover new or significantly improved goods or services or the implementation of new or significantly improved processes, logistics or distribution methods. It produces a broad set of indicators on innovation activities, innovation expenditure, public funding, sources of information for innovation, innovation co-operation, organisational and marketing innovation and on strategies and obstacles for reaching the enterprises' goals. For further information, see Statistics Explained article on innovation statistics available on the Eurostat website: http://ec.europa.eu/eurostat/statistics-explained/index.php/Innovation_statistics
3. Further information on the Innovation Union Scoreboard is available at: http://ec.europa.eu/enterprise/policies/innovation/facts-figures-analysis/innovation-scoreboard/index_en.htm

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